

receiving a payment identifier specifying a financial account, the payment identifier being associated with the conditional purchase offer.

100. The method of claim 99, further comprising:

providing a payment to the seller by using the payment identifier if the condition satisfies the restriction.

101. The method of claim 100, further comprising:

receiving a revocation of the conditional purchase offer after the step of determining whether the condition satisfies the restriction.

102. The method of claim 99, further comprising:

receiving authorization to use the payment identifier to provide a payment if the condition satisfies the restriction.

103. The method of claim 98, further comprising:

providing an acceptance of the conditional purchase offer if the condition satisfies the restriction.

104. The method of claim 98, further comprising:

generating a counteroffer if

the seller does not accept the conditional purchase offer, and

the conditional purchase offer is within a predefined tolerance of the restriction.

105. The method of claim 98, in which the step of identifying a rule from a seller comprises:
identifying a rule based on the conditional purchase offer.

106. The method of claim 98, in which the rule includes a seller price which a seller is willing
to accept.

107. The method of claim 106, in which the seller price is undisclosed.

108. The method of claim 106, further comprising:
preventing a customer submitting the conditional purchase offer from determining the
seller price.

109. The method of claim 108, in which the step of preventing the customer from identifying
the price comprises:

limiting a number of conditional purchase offers which may be received from the
customer in a predefined period.

110. The method of claim 108, in which the step of preventing the customer from identifying
the price comprises:

evaluating a rating of the customer, the rating including a likelihood that the customer
will make a purchase specified by the conditional purchase offer.

111. The method of claim 110, in which the rating comprises a ratio of purchases made to conditional purchase offers submitted by the customer.

112. An apparatus for processing a sale, comprising:

a memory;

a processor in communication with the memory;

the memory storing a program;

the processor operative with the program to:

receive a conditional purchase offer that includes a price and a condition;

identify a rule from a seller, the rule including a restriction; and

determine whether the condition satisfies the restriction.

113. A method for processing a sale of an airline ticket, comprising:

A, receiving a conditional purchase offer that includes a price and a condition relating to purchasing airline tickets;

identifying a rule from a seller of airline tickets, the rule including a restriction relating to selling airline tickets; and

determining whether the condition satisfies the restriction.

114. The method of claim 113, in which the condition specifies an itinerary.

115. The method of claim 114, in which the itinerary includes an indication of acceptable origin and destination cities for travel and acceptable dates and times of departure and return.

116. An apparatus for processing a sale of an airline ticket, comprising:

a memory;

a processor in communication with the memory;

the memory storing a program;

the processor operative with the program to:

receive a conditional purchase offer that includes a price and a condition relating to purchasing airline tickets;

identify a rule from a seller of airline tickets, the rule including a restriction relating to selling airline tickets; and

determine whether the condition satisfies the restriction.

117. A method for processing sales of airline tickets, comprising:

A, providing an airline seat for sale to a customer who submits a conditional purchase offer, the conditional purchase offer including a condition;

defining a restriction that is applicable to the airline seat, the restriction including a seller price; and

outputting the restriction to a processor to determine whether to accept the conditional purchase offer if the condition satisfies the restriction.

118. The method of claim 117, further comprising:

obtaining a reservation for the airline seat if the condition satisfies the restriction.

119. The method of claim 117, in which the step of providing the airline seat for sale comprises:

allocating a fare class containing the airline seat for sale to the customers.

120. The method of claim 117, in which the step of defining a restriction is performed by a revenue management system.

121. The method of claim 117, further comprising:

defining rules for generating a counteroffer if the conditional purchase offer is within a predefined tolerance of the restriction.

122. An apparatus for processing sales of airline tickets, comprising:

A,
a memory;

a processor in communication with the memory;

the memory storing a program;

the processor operative with the program to:

provide an airline seat for sale to a customer who submits a conditional purchase offer, the conditional purchase offer including a condition;

define a restriction that is applicable to the airline seat, the restriction including a seller price; and

output the restriction to a processor to determine whether to accept the conditional purchase offer if the condition satisfies the restriction.

123. A method for processing sales of airline tickets, comprising:

providing a conditional purchase offer for travel, the conditional purchase offer including a price and a condition; and

obtaining a reservation for travel on an airline for the price if the condition satisfies a restriction that includes a seller fare.

124. The method of claim 123, in which the seller fare is undisclosed.

125. The method of claim 123, further comprising:

providing a payment identifier specifying a financial account, the payment identifier being associated with the conditional purchase offer.

126. The method of claim 125, further comprising:

providing authorization to use the payment identifier to provide a payment if the condition satisfies the restriction.

127. A method for processing sales of airline tickets, comprising:

a memory;

a processor in communication with the memory;

the memory storing a program;

the processor operative with the program to:

provide a conditional purchase offer for travel, the conditional purchase offer including a price and a condition; and